

School of Information Management

## **MMIM 581-Special Topic: Communications Theory and Practice for Managers**

Trimester 2 2010

### **COURSE OUTLINE**

#### **Contact Details**

*Course Coordinator and  
Instructor:*

Associate Professor Lalita Rajasingham  
Room EA 215  
Tel: 4635266  
Email: [lalita.rajasingham@vuw.ac.nz](mailto:lalita.rajasingham@vuw.ac.nz)

*Office Hours:*

Thursdays: 10am-3 pm. Additional meetings will be by  
appointment. Email will be answered daily.

*Dates:*

12 July-17 October 2010

*Time:*

Seminars TUES: 5.40-7.30 pm

*Location:*

RWW 128

*Assessment:*

Research case presentation (40%); Class participation (10%);  
Case Study (50%)

**Withdrawal from Courses:** Information available via

**Withdrawal dates: Late withdrawals with Associate Dean (Students) permission**  
(See Section 8: Withdrawals - from the Personal Courses of Study Statute)

<http://policy.vuw.ac.nz/Amphora!~policy.vuw.ac.nz~POLICY~000000001743.pdf>

**Withdrawal dates: refunds:**

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

#### **Course Content**

The course examines relevant communications theories for managers in diverse cultural, cross-cultural environments and organisations. With the advances in the Internet, there is an urgent need for people with communications and analytical thinking skills to successfully manage knowledge as a critical business resource, and interact at intrapersonal, interpersonal, group, organisational, national and global levels.

## Course Schedule

DATE	TOPIC	
13 July	Introduction to Course; explanation of assessments, assignments, marking criteria. Communications theory and professional practice	<b>UNIT 1</b>
20 July	Defining information and communications. Linear <u>transmission model of communications</u>	
27 July	Cybernetics: Importance of feedback Systems Theory	
3 August	Intercultural communications. Metatheoretical discourse and metaethical discourse Frankfurt School	
10 August	<u>Transactional model of communications</u> and the world of meaning. Levels of human communications: Intrapersonal  Interpersonal Communications	<b>UNIT 2</b>
17 August	Group Communications Language and communications practice for managers  <b><u>Mid-Trimester Break: 23 Aug-5 Sept</u></b>	
7 Sept	Non-verbal communications-conveying meanings without words. Organisational communications	
14 Sept	<u>The internet and mediated communications</u> . Managing virtual teams Managing national and global communications issues in government, business and education.	
21 Sept	<u>Practice/Demonstration</u> Ass. 1 Research presentation (case study)	<b>UNIT 3</b>
28 Sept	Research presentation (case study)	
5 October	Research Presentation (case study)	
12 October	Wrap-up <b>(Final assignment due)</b>	

## Course Learning Objectives

At the end of the course graduates will be able to:

1. Demonstrate communications and analytical skills to successfully manage knowledge as a critical business resource, and interact across borders locally and globally in culturally appropriate ways,
2. Apply relevant communications theories to improve management practice with special reference to mediated communications in virtual environments
3. Demonstrate effective concepts, ideas and situations as they relate to communications and culture using traditional and modern technologies to develop effective management skills for effective decision-making ,
4. Apply relevant theoretical concepts and best practice frameworks to your own workplace, and recommend appropriate implementation strategies for their adoption into your organisation.

### **Course Delivery**

On-campus Seminars

### **Expected Workload**

Typically, students should plan to spend at least 10 hours per week on coursework in any 15 point course. This is available for assigned readings, completion of assignments, preparation for presentations and browsing the Web for additional readings and resources to enrich the topics covered.

### **Readings**

**Set Text:** Terry Mohan, Helen Mcgregor, Shirley Saunders, Ray Archee (2008) *Communicating as Professionals*. This text will be useful for many of the MMIM courses, and is available in the VUW bookshop in Pipitea.

You will be required to research and critique readings on the Web, and you are strongly advised to use a good search engine eg. Google and Google Scholar. Browse VUW Library databases for example, Proquest to access up to date material, and these should be shared on Blackboard. This will contribute to assessment 2 *class participation* .

### **Materials and Equipment**

It is expected that students will have ready access to a personal computer as well as Internet access. This will be necessary for receiving and sending course-related email, and for accessing course information on Blackboard.

### **Assessment Requirements**

This course is internally assessed. All assignments relate to the learning objectives, seminars and readings.

### **Assignment 1 (40 %)**

*(Addresses objectives 2,3,4)*

**Research Presentation. 45 minutes presentation to class.** Each student will be assigned a topic or case study on one of the seminar themes, which they are required to research and present to the class. Dates will vary depending on the topic assigned. **(2500 words report, plus PPTs ) Due 21 Sept-5 October. Hard copy to be handed to me.**

#### **Marking Criteria:**

- Content (breadth and depth of treatment) 10%
- Style (presentation, format, syntax, referencing etc) 5%
- Organisation (structure of argument/thesis) 5%
- Impact (on reader, audience, and for publication) 20%

### **Assignment 2 Class participation (10%)**

*(Addresses objectives 1,2,3, in culturally appropriate ways)*

#### **Marking Criteria:**

As an important component of the course is the interaction, sharing of ideas and perspectives during the class sessions. Participation will be monitored carefully and the emphasis will lie in the quality of contributions rather than on the frequency. Assessment includes:

- Injection of a unique perspective into a discussion
- Inter-relating of various perspectives demonstrating critical thinking
- Researching and presenting information beyond the confines of prescribed readings

### **Assignment 3 (50%)**

*(Addresses objectives 1, 2,3,4)*

#### **Case Study**

Write a case study addressing intercultural communications issues that you have encountered in an organisation or event, and suggest how they were or could be resolved **( 5000 words) 50% Due 12 October.**

#### **Marking Criteria:**

- Content; Content (breadth and depth of treatment), 15%
- Style (presentation, format, syntax, referencing etc) 10% (presentation, format, syntax, referencing etc) 10%
- Organisation (structure of argument/thesis) 10%
- Impact (on audience. Reader and publications) 15%

#### **Penalties**

In keeping with standards of professionalism, it is expected that deadlines, time limits and word counts will be adhered to. Late submissions are not acceptable unless they have been agreed with the coordinator prior to the date on which they are due. Unsignalled lateness will result in the available marks being reduced by 5% per day.

#### **Mandatory Course Requirements**

Students must submit all required assessment tasks and obtain a pass grade (C) for each.

Grading schedule: 85-100% A+; 80-84% A; 75-79% A-; 70-74% B+; 65-69% B; 60-64% B-; 55-59% C+; 50-54% C (pass grade); 40-49% D; 0-40% E.

*Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.*

## **Class Representative**

A class representative will be elected in the second class, and that person's name and contact details will be available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

## **Communication of Additional Information**

Teaching materials will be made available under the course resources section of the relevant course in Blackboard. Students who do not habitually use their VUW student address should contact ITS so that their student account will automatically forward messages from Blackboard to whatever email address is in common use by the student.

## **Use of Turnitin**

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

**For the following important information follow the links provided:**

### **Academic Integrity and Plagiarism**

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

### **General University Policies and Statutes**

<http://www.victoria.ac.nz/home/about/policy>

### **AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support**

[http://www.victoria.ac.nz/home/about\\_victoria/avcacademic/Publications.aspx](http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx)

### **Faculty of Commerce and Administration Offices**

<http://www.victoria.ac.nz/fca/studenthelp/>

### **Manaaki Pihipihinga Programme**

[http://www.victoria.ac.nz/st\\_services/mentoring/](http://www.victoria.ac.nz/st_services/mentoring/)

